



**Business, Transportation and Housing Agency (BTH)
Alcoholic Beverage Control (ABC)
California Highway Patrol (CHP)**

**CALTRANS/Department of Transportation (DOT)
Department of Motor Vehicles (DMV)
Office of Traffic Safety (OTS)**

FOR IMMEDIATE RELEASE
Thursday, November 10, 2005

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**State Business, Transportation & Housing Agency Secretary Sunne Wright McPeak
Awards \$300,000 to RADD for Public/Private Coalition to Improve Roadway Safety
Broad and Diverse Coalition Formed to Save Lives**

State Business, Transportation & Housing Agency Secretary Sunne Wright McPeak and RADD (Recording Artists, Actors and Athletes Against Drunk Driving): The Entertainment Industry's Voice For Road Safety announce the formation of the RADD California Coalition. The Coalition is comprised of business leaders (including media, entertainment, hospitality, retail, transportation and insurance companies), community organizations and California state government entities. Coalition activity will include creating annual awareness campaigns that identify lifestyle solutions to reduce deaths and injuries among adults ages 21 to 34 on California's roads.

WHO: Secretary McPeak and RADD will host founding Coalition members, among them senior executives from Fortune 500 companies including the American Automobile Association, Anheuser-Busch, Coors Brewing Company and Miller Brewing Company. Also in attendance will be the California Association of Broadcasters, California Beer and Beverage Distributors, California Restaurant Association, RADD celebrity supporters, The Business, Transportation and Housing Agency (BTH), the Department of Alcoholic Beverage Control, The California Highway Patrol, Caltrans, the Department of Motor Vehicles and the California Office of Traffic Safety.

WHAT: On behalf of the State, Secretary McPeak will present a check for \$300,000 in seed funding to the RADD California Coalition and celebrity supporters. Coalition members, including representatives from industry, entertainment, and state agencies will publicly sign an oversized copy of the Coalition's Memorandum of Understanding to demonstrate their on-going commitment to the RADD CA Coalition.

WHEN: Thursday, November 10, 2005 at 4:30 p.m.
On-camera interviews available starting at 4:00 p.m. to accommodate evening newscasts.

WHERE: New Caltrans building courtyard in downtown Los Angeles at the corner of 1st and Main St.
100 South Main St., Los Angeles, CA 90012

WHY: Motor vehicle crashes are the number one killer of young people ages three to 34.
Alcohol-related deaths in California have increased six consecutive years.

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BTH: The California Business, Transportation and Housing Agency is among the State of California's largest and includes 13 departments with a collective budget of \$12.4 billion and more than 47,000 employees.

RADD: The Entertainment Industry's Voice For Road Safety is an internationally recognized non-profit organization that empowers celebrities and media partners to create positive attitudes about road safety. Founded in 1986, RADD advocates the use of designated drivers, seatbelts and safe driving through control behind the wheel, making responsible behavior the norm. RADD's messages are non-judgmental, hip and positive. www.radd.org